

## Electronic Message Boards (EMB) Standards

Tiers	Title	Zoning District	Delay**	White/Off
I	Sports/Entertainment, Major Sports/Entertainment, Minor	SE-A, 5,000+ capacity SE-B, 1000-5,000 capacity	None 2 sec's	33%/None 33%/2 am
II	Commercial/Industrial	GB, HB, SC, LI, HI (EMB 50% max)	4 sec's	33%/12 am
III	BusPk/Mxd Use/Ltd Comml	OBP, MUH, MUM, CL (EMB 50% max)	1 min	10%/10 pm
IV	Pub-Inst/Offc/Nghb Comml	PI, O, CN (EMB 50% max)*	1 min*	10%/10 pm*
V	Resid, incl Non-Resid Uses	RS, RM (EMB 50% max)	6 hrs	10%/ 8 pm
OFB	Off Premise/Billbds	HB, LI, HI (or <400' fr. interst hwy)	8 sec's	33%/ none

\*If sign is within 200 feet of single-family residential zoning, the sign shall meet the standards for Tier V.

\*\* Delay standards do not include display of time and temperature.

### NOTES:

- **EMB Standards:**
  - Delay – minimum delay on content change
  - White - maximum percentage of sign face content shown in white (or very bright) colors.
  - Off - illumination of EMB sign turned off at certain time (until 7 am)
  - Brightness – maximum nits for all EMB signs, maximum night (500 nits) & day (5000 nits) levels.
  - Transitions – Signs may transition with a maximum 2 second dissolve in and out only and may not incorporate flashing, spinning, animation, or any other transition type.
  - No Sequences - no sequential messages allowed.
  - Automatic timers shall be required to control the operation of the signs
- **Special Overlay Regulations:** A number of overlay districts have special design standards that may affect signs allowed in those areas. Properties within these overlays should refer to the appropriate design manual for details. Some examples:
  - Downtown Area – proposed Downtown Design Overlay guidelines have separate sign standards, some of which may affect EMB's in the area.
  - NC 68 Scenic Corridor Overlay – does not permit EMB signs, except when not visible from NC 68.
  - Sports-Entertainment Use– allow oversized signs, with increased sign size and height permitted as follows, and subject to all provisions below:
    - Wall signs – may meet GB sign regulations and may exceed maximum area by up to 100% in S-E/A and by 50% in S-E/B areas.
    - Freestanding signs – may meet GB sign regulations by right and may exceed height and size maximums (by up to 50%) only with the issuance of a Special Use Permit.
    - Spacing – for oversized signs in S-E/A or S-E/B, no signs shall be located within 200 feet of and be legible from SF residential zoning.
    - Area plans for S-E areas may be prepared and adopted and may establish different sign standards at a later date.